

An orange circle containing the text 'TH!NK PRIVACY' in a bold, black, sans-serif font. The exclamation mark in 'TH!NK' is white.

**TH!NK  
PRIVACY**

**Communicating  
the importance of  
data privacy to your  
employees**

Toolkit for charities

# What is data privacy?

**Data privacy refers to the handling of personal data.**

## **Why is it important?**

Mishandled data can have serious repercussions for organisations, their employees and their supporters. Recent high profile examples include mislaid USB sticks and laptops left on trains. Privacy breaches can lead to limitless financial penalties, bad press, damaged reputation, loss of trust from supporters, loss of revenue and for employees, the prospect of disciplinary action. It is in all of our interest to handle data appropriately.

## **Who is the audience?**

Data privacy is relevant to – and the responsibility of – everyone in your organisation.

## **How do I share the key messages?**

A set of generic communications, included on the pages that follow, has been prepared for immediate use. They contain messages with a long shelf life. They have a neutral tone of voice to inform, educate and influence perceptions about data privacy.

## **What do we want employees to do?**

Take appropriate action when handling personal data. If employees are more aware of the issues, they are more likely to change their behaviour accordingly.

# TH!NK PRIVACY



TH!NK PRIVACY has been created as a simple, easy to understand articulation of the challenge faced by employees of all organisations.

It captures the required personal responsibility and frame of mind.

It expresses the need for employees to 'press the mental pause button' before action.

# Posters & more

The posters can be printed on your desktop printer and put up in employee areas.

(See links to download the files on the following pages.)



Postcards and bin stickers have also been created.

(See links to download the files on the following pages.)



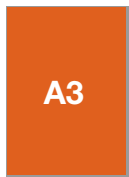
# Printable poster

## 'Responsibility' poster

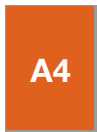
Responsibility is the first of three key messages for long term use.

The traffic light visual highlights the need to pause before acting.

Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.



[PDF](#)  
44KB



[PDF](#)  
44KB



# Printable poster

## 'Reputation' poster

Reputation is the second of three key messages for long term use.

The exclamation mark visual simply underlines the importance of the message.

Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.

A3

[PDF](#)  
44KB

A4

[PDF](#)  
44KB



# Printable poster

## 'Respect' poster

Respect is the third of three key messages for long term use.

The visual highlights the need to be mindful of what you say and to whom.

Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.

**A3**

[PDF](#)  
[44KB](#)

**A4**

[PDF](#)  
[44KB](#)



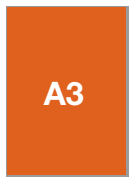
# Printable poster

## 'In your hands' poster

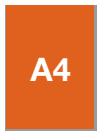
This poster communicates the overriding THINK PRIVACY message of collective responsibility.

The visual highlights that data privacy is relevant to – and the responsibility of – everyone in your organisation.

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[PDF](#)  
44KB



[PDF](#)  
44KB





# Printable postcards

## 'Something missing' postcards

This postcard is used as a deskdrop. Security teams can conduct late night sweeps to spot laptops being left out over night and other security breaches. Printable pdfs have been created in A4 format. Click on the icon below to download to your desktop and follow the instructions.

A6

[PDF 912KB](#)



### SOMETHING MISSING?

Your device has been removed by security in line with the requirement to operate a clear desk policy. This policy is in place to ensure that our assets are protected, but it's the personal data they hold that is of most value to criminals. The repercussions of any loss of personal data could be very serious for our organisation, our reputation and for you. Think Privacy.



## 'You didn't' postcards

This postcard is used as a deskdrop to highlight that desk drawers have been left open, PC screens left on, documents left on desks and other security breaches. Printable pdfs have been created in A4 format. Click on the icon below to download to your desktop and follow the instructions.

A6

[PDF 808KB](#)



### YOU DIDN'T

You must always keep personal information secure, this means:

- locking your desk drawers
- keeping your desk clear of personal data
- locking your computer screen
- disposing of personal data in the confidential waste bins.

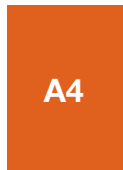


# Printable bin sticker

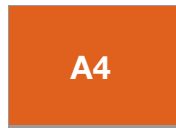
## Confidential waste bin sticker

This is used to remind employees of the importance of disposing of sensitive data in the correct way.

Printable pdfs have been created in A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.



PDF  
72KB



PDF  
68KB



# Next steps

## Go for it!

Time to get your awareness campaign underway.

Try to monitor any changes in behaviour and measure them where possible.

Are fewer people leaving their screens on, are fewer laptops or documents being left on desks? Any change in behaviour will have a positive effect on your organisation so it's worth noting down for reference in future communications to employees.

What was the impact of the activity? What were the big successes?

THINK PRIVACY has been developed by a community of organisations concerned about data privacy.

The **THINK PRIVACY** campaign has been designed by blue goose, a specialist employee communication agency.  
For further information please contact: +44 (0)20 7299 1670 [www.bluegoose.co.uk](http://www.bluegoose.co.uk)